United States
Department of
Agriculture

Forest Service

Cooperative Forest
Fire Prevention
Campaign

United States
Department of
Agriculture
Forest Service

Smokey's 1986 Campaign Catalog

Consolidated Orders Due in Washington, D.C. by August 1, 1985

United States Department of Agriculture | Forest Service | WO

Reply to: 3110 Fire Prevention

Date: [illegible] 14 1985

Subject: 1986 CFFP Campaign Catalog and Order Form

To: Regional Foresters; Station Directors; Area Director; State Foresters; Bureau Chiefs, Department of the Interior; and Executive Director, Canadian Forestry Association

CONSOLIDATED ORDERS DUE IN WASHINGTON, D.C., AUGUST 1

This copy of Smokey Bear's 1986 Campaign Catalog and Order Form is to be used in ordering 1986 Cooperative Forest Fire Prevention (CFFP) materials. These materials may be mailed directly to the National Forests, Regions, Area, or States as you indicate on the order.

States should forward their orders to the appropriate Region or the Area office where orders will be combined and sent to Washington. Consolidated orders for Region 9 will include National Forests, and States in Region 9 will be consolidated by the Northeastern Area. All other Regions will consolidate orders for National Forests and States.

The freight addresses and number of standard packs ordered should be typed or printed legibly on Form AD-156. (Those Regions using Data General equipment to transmit orders should ensure that freight addresses and number of standard packs are submitted along with the orders.) No orders will be shipped to P. O. Boxes. It is important that total quantities be shown as number of standard packs. The item ordered, number of standard packs ordered, and the freight address are to be listed on a separate form for every item ordered. These forms are to be sent along with the consolidated order to Washington for our use in ordering materials.

If there is difficulty in obtaining items from vendors, you will be notified. Prices quoted are our best estimates of break-even costs and include prepaid delivery charges. Materials ordered will be obligated against FY 1986 funds and the Washington Office will request transfer of the full amount obligated early in FY 1986.

Please contact Patsy Cockrell, (703 or FTS) 235-8160, if you have questions relating to your 1986 order.

The National Association of State Foresters (NASF) will distribute their 1986 Catalog to State forestry offices. The NASF Catalog contains some of the same standard items found in the Smokey Bear Catalog. States may order direct from NASF, but Federal regulations prohibit any purchasing from NASF by Federal agencies.

JOHN H. OHMAN
Deputy Chief
State and Private Forestry

Enclosures

Limited Distribution

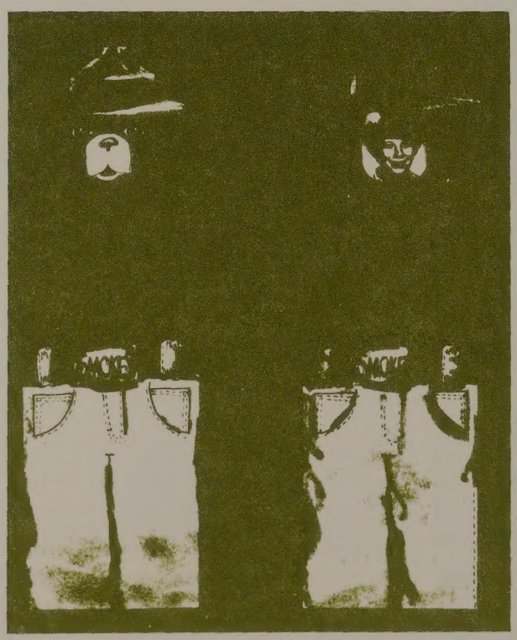
Special Note: *Some illustrations printed in catalog are only sketches and are not final artwork. They are printed to show what will appear on a specific item.*

86-CFFP-1 Basic Poster, "What Will It Take." A new paper poster for indoor use. 13″ × 18½″. $68/500.

86-CFFP-2 Basic Poster, "What Will It Take." A new cardboard poster for outdoor use. 13″ × 18½″. $39/250.

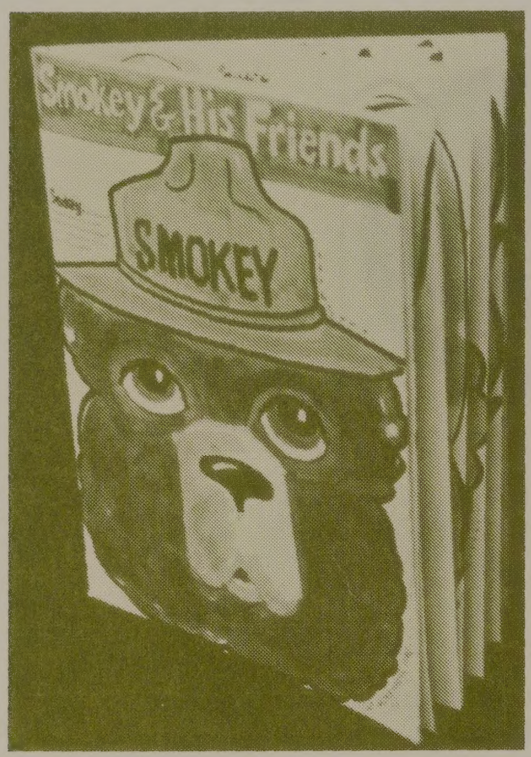
86-CFFP-3 School Poster, paper, 7″ × 10″. $26/500.

86-CFFP-4 Sticker, "Stick by Smokey's Rules." A pressure-sensitive, adhesive-backed sticker, 4″ × 6½″. $32/500.



86-CFFP-5 Bookmark, paper, 2¾″ × $6/500.

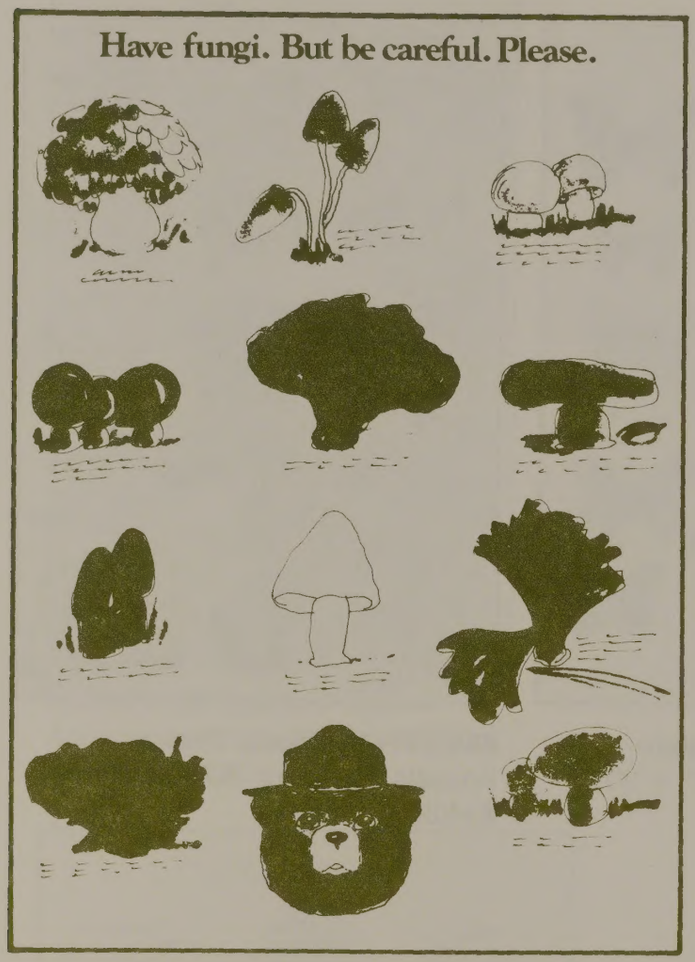
86-CFFP-6 Stamps, a block of four gummed and perforated stickers. $11/1000.



86-CFFP-7 Teaching Aid, "Smokey & His Friends." A full-color 16 page Children's play including script and masks of Smokey and his friends (deer, rabbit, tree, etc.,) that teaches fire prevention. $50/100

86-CFFP-8 Teaching Aid. "What's In A Tree?" A jigsaw puzzle printed in full color to be cut out and put together. $36/100.

86-CFFP-9 Teaching Aid. Iron-on art with message for T-shirts. $36/100.



86-CFFP-10 Special Poster—Mushrooms. Full color, 20″ × 30″. $34/200.

86-CFFP-11 Special Poster—Leaves. Full color, 20″ × 30″. $34/200.

86-CFFP-12 Special Poster—Birds. Full color, 20″ × 30″. $34/200.

86-CFFP-13 Special Poster—Wood Products. Full color, 20″ × 30″. $34/200.

86-CFFP-14 Special Poster—Flowers. Full color, 20″ × 30″. $34/200.

86-CFFP-15 Special Poster—Butterflies. Full color, 20″ × 30″. $34/200.

86-CFFP-16 Special Poster—Animals. Full color, 20″ × 30″. $34/200.

86-CFFP-17 Special Poster—State Trees. Full color, 20″ × 30″. $34/200.

86-CFFP-18 Special Poster—Fish. Full color, 20″ × 30″. $34/200.

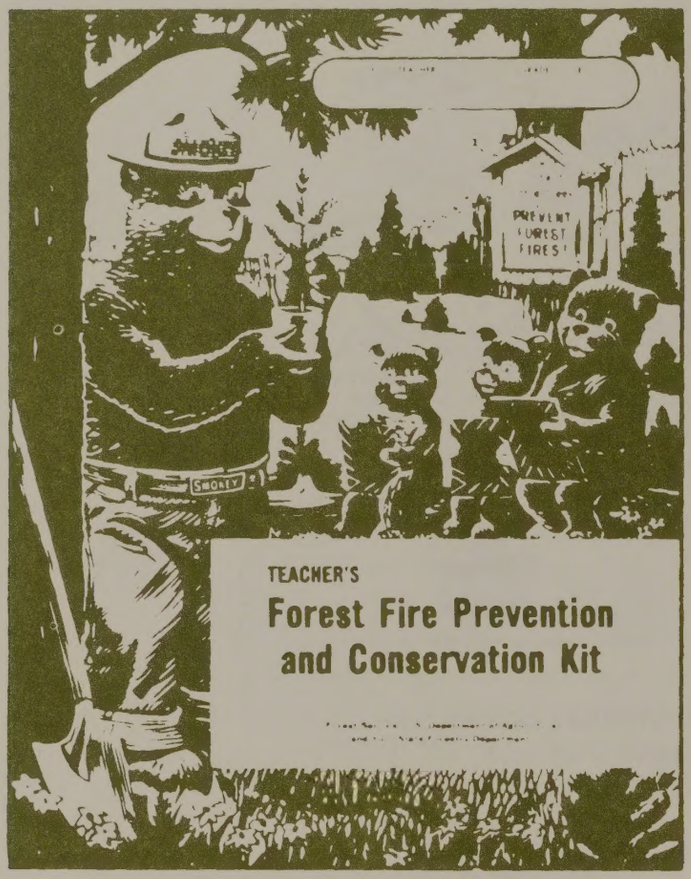
86-CFFP-19 Special Poster—Insects. Full color, 20″ × 30″. $34/200.

86-CFFP-20 Special Poster—Animal Footprints. Full color, 20″ × 30″. $34/200.

86-CFFP-21 Special Poster—Lizards. Full color, 20″ × 30″. $34/200.

86-CFFP-22 Special Poster—Food. Full color, 20″ × 30″. $34/200.

86-CFFP-23 Fold-out Pamphlet, "Suppose You Went Camping." An inexpensive handout that reminds everyone of forest fire prevention measures. $7/100.

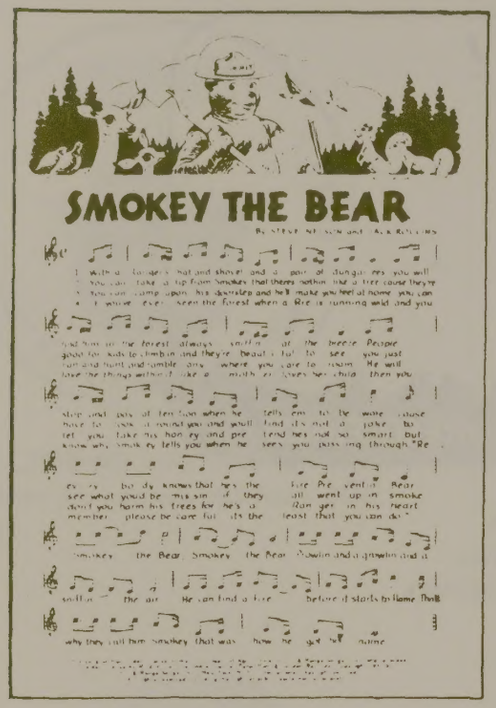


86-CFFP-24 Teacher's Kit. A folder that includes a teaching unit, playlet, and song book to bring Smokey's message to the classroom. (Unassembled.) $68/100.

86-CFFP-25 Junior Forest Ranger Handbook. A workbook that can be used in classrooms, scouting activities, and other programs relating to conservation 5¼″ × 8½″. $12/100.

86-CFFP-26 True Story Comic Book (English), "The True Story of Smokey Bear." A popular item for handouts and use in the classroom. $53/500.

86-CFFP-27 True Story Comic Book (Spanish), "The True Story of Smokey Bear" in Spanish. $74/500.



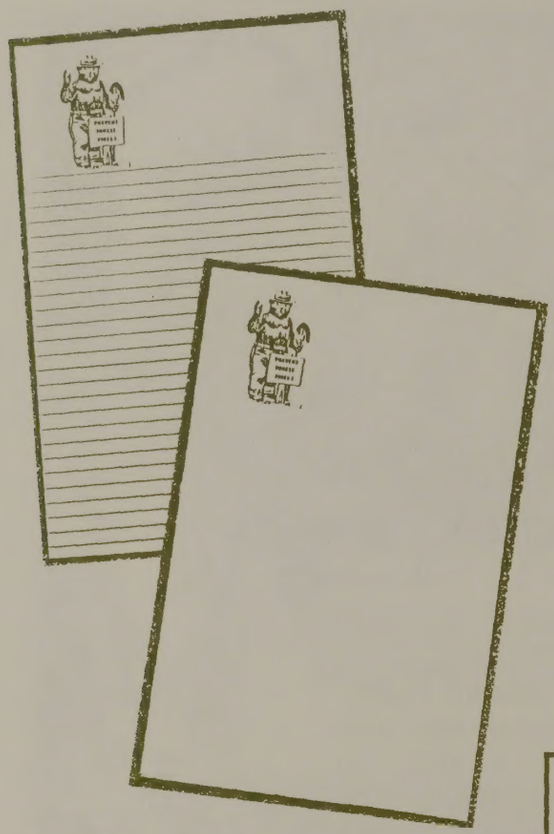
86-CFFP-28 Smokey Bear Song Sheet. The melody and verses are on front side of sheet and a conservation pledge on the back side. $21/1000.

86-CFFP-29 Coloring Sheet. "Smokey's Friends Don't Play With Matches." An 8½" × 11" color sheet with a forest fire prevention message on the back side. $11/500.

86-CFFP-30 "Making Campfires Safe." A folder of helpful tips with illustrations. $5/100.

86-CFFP-31 "Safe Debris Burning." A folder of helpful tips with illustrations. $5/100.

86-CFFP-32 "Fire Safety Outdoors." A folder of helpful tips with illustrations. $5/100.

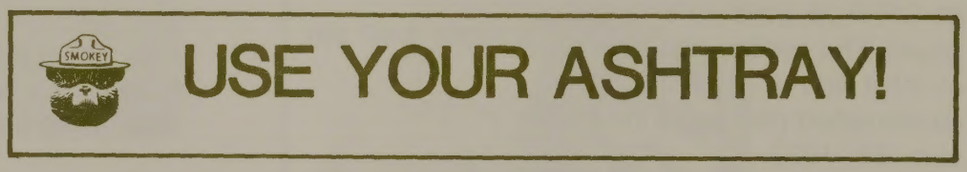


86-CFFP-33 Note pads (lined), 5″ × 8″ with 50 sheets per pad. $6/25.

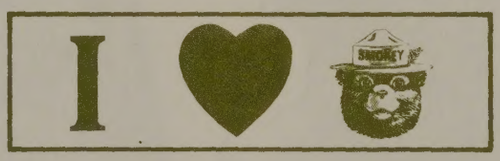
86-CFFP-34 Note pads (unlined), 5″ × 8″ with 50 sheets per pad. $5/25.

86-CFFP-36 Wallet Card. A handout item for field and public contacts. $6/500.

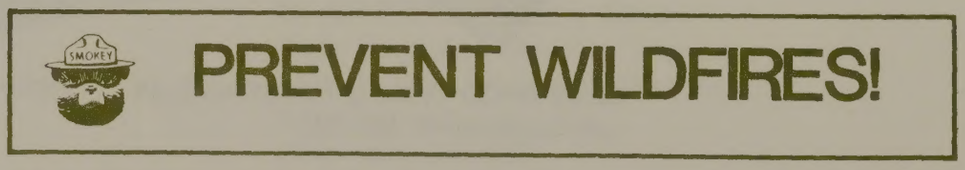
86-CFFP-35 Name tag. A pressure-sensitive adhesive-backed tag, 3½ × 2⅜″. $6/100.



86-CFFP-37 Bumper Strip, "Use Your Ashtray!" A 2-color bumper strip. $32/100.



86-CFFP-38 Bumper Strip, "I Love Smokey Bear." Smokey Bear and a red heart for "love" on a bumper strip. $23/100.

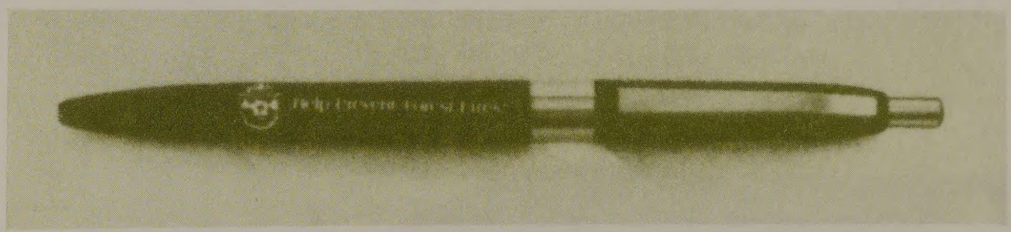


86-CFFP-39 Bumper Strip, "Prevent Wildfires!" A 2-color bumper strip. $28/100.

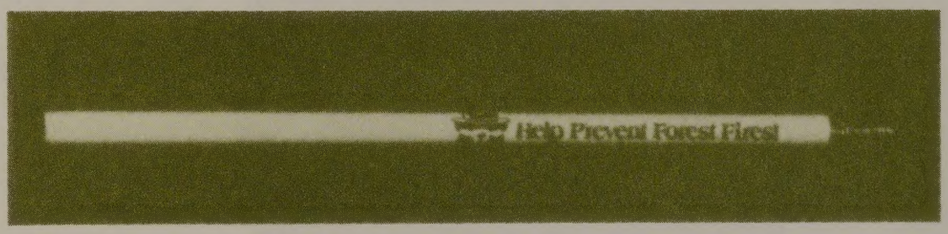
86-CFFP-40 Button. A special button for use as handout. $32/500.

86-CFFP-41 Tokens. An inexpensive handout, slightly larger than a half dollar. $32/100.

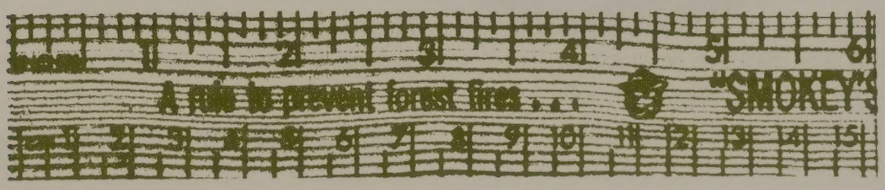
86-CFFP-42 Lapel Tab. A colorful foldover metal tab. $21/1000.



86-CFFP-43 Pen. A retractable pen with ink filler and imprinted fire prevention message. $13/100.



86-CFFP-44 Pencil. A round wood pencil with eraser and imprinted fire prevention message. $18/250.



86-CFFP-45 Ruler. A 12" wooden ruler for use as a low cost handout item. $63/1000.

86-CFFP-46 Key Fob. An embroidered head of Smokey Bear on one side and "Prevent Forest Fires" on the other side. $42/50.

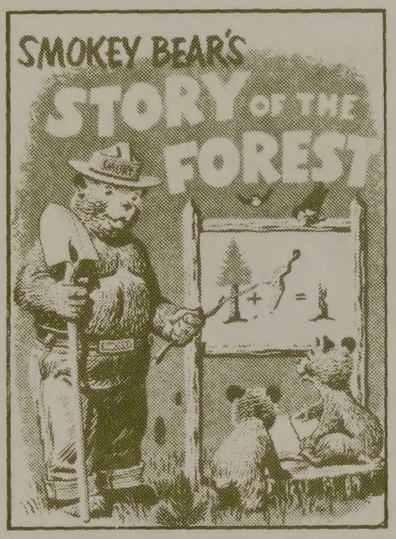
86-CFFP-47 Balloons. Colorful balloons featuring Smokey Bear and a prevent forest fires message. $21/500.

86-CFFP-48 Patch, "Friends of Smokey Bear." A colorful new embroidered Smokey Bear patch, 2¾″ × 4″. $11/25.

86-CFFP-49 Decal, "Friends of Smokey Bear." A colorful new vinyl decal with same illustration as 86-CFFP-48. $17/100.

86-CFFP-50 Litterbag. A plastic 9″ × 12″ litterbag with Smokey and a message printed on it. $40/1000.

86-CFFP-52 Bookcover with fire prevention message to protect books. $29/500.



86-CFFP-51 Story of the Forest. A popular 16-page book that tells the story in simple, effective language. $54/200.

NOTE:
The following items *are not* giveaway items.

FIRE DANGER ADJECTIVES

(construction plans of fire danger sign furnished with each order of fire danger adjectives)

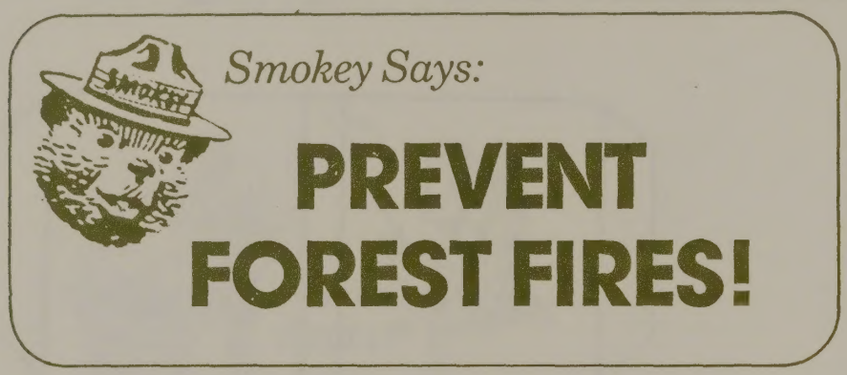
86-CFFP-53 Fire Danger Sign, shovel in left hand. A standard 5′8″ tall Smokey Bear fire danger sign. $24 each.

86-CFFP-54 Fire Danger Sign, shovel in right hand. Same sign as 86-CFFP-53. (For a 2-way sign, order both 53 & 54.) $24 each.

86-CFFP-55 Fire Danger Adjectives. One set of five different 32″ × 12″ reflective, adhesive-backed fire danger signs for use with 53 and 54. (For a 2-way sign, order 2 sets.) $59 each.

Fire Danger Adjectives are needed to complete Fire Danger Signs. Order Fire Danger Adjectives 86-CFFP-55.

NOTE: The following items *are not* giveaway items.

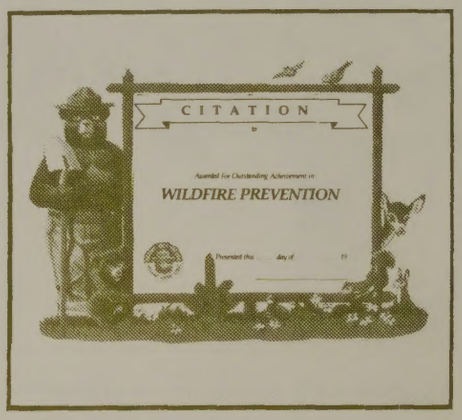


85-CFFP-56 Reflective Outdoor Sign, "Prevent Forest Fires." A 44" x 16" reflective 2-color poster on aluminum. $20 each.

85-CFFP-57 Reflective Outdoor Sign, "Prevent Range Fires." A 44" x 16" reflective 2-color poster on aluminum. $20 each.

85-CFFP-58 Fiberglass Roadside Sign. 18" x 24" with holes for hanging. $10 each.

85-CFFP-59 Fiberglass Picnic Area Sign. 7" x 9½". $3 each.



86-CFFP-60 Citation. This award is to be given to organizations and individuals that have provided outstanding local service for wildfire prevention over a two-year period (Frame is not included). $3/50.

86-CFFP-61 Smokey Bear Appreciation Award. This award, made from wood, is to be given to organizations and individuals for significant service for wildfire prevention at any level over a period of at least one year. $10 each.

86-CFFP-62 Smokey's Helper Patch. While this embroidered patch is not an official part of the Smokey Bear awards program, this patch may be used to recognize those individuals who have contributed to wildfire prevention on a one time basis for a short period of time. $11/25.

SMOKEY BEAR HEADQUARTERS

WASHINGTON, D.C. 20252

Remember -
Only you can
PREVENT
FOREST FIRES!

Dear Friend:

For over 41 years, people like you have worked very hard to help me prevent forest fires. We have done well together, but we can do even more in 1986.

This guide describes the materials prepared for my 1986 campaign. Some of the items have been around for many years, others are new!

With the cost of printing rising it may be tough to finance the stocks we need to cover all the opportunities we have to push forest fire prevention. Please think about your own opportunities and problems and order the items that will best meet your needs.

Not included in this campaign guide are the "mass media" materials for radio, television, newspapers, outdoor and transit advertising, and magazines. These are distributed directly to the media by the Advertising Council. The media donate their time and space to forest fire prevention. Last year their donations were worth more than $43 million. Local contacts were important in making that figure so impressive.

The key people in my campaign are people like you who want to help. REMEMBER . . . ONLY YOU CAN PREVENT FOREST FIRES!

Your Friend,

SMOKEY

ORDER FORM
1986 COOPERATIVE FOREST FIRE PREVENTION CAMPAIGN

ORDERS DUE BY AUGUST 1, 1985

FROM: _____
(Name, Title, Agency, or Organization)

SHIP ORDER TO: **NO POST OFFICE BOXES, PLEASE!**

_____

_____

_____

_____

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
1	Basic Poster, paper 13" x 18 1/2"	500	$68		
2	Basic Poster, cardboard 13" x 18 1/2"	250	39		
3	School Poster, (school) paper 7" x 10"	500	26		
4	School Sticker, 4" x 6 1/2"	500	32		
5	Bookmark, 2 3/4" x 8 1/2"	500	6		
6	Stamps, block of 4	1,000	11		
7	Teaching Aid Booklet, "Smokey & His Friends."	100	50		
8	Teaching Aid, "What's In A Tree" a jigsaw puzzle	100	36		
9	Teaching Aid, Iron-ons	100	36		
10	Special Poster - Mushrooms, 20" x 30"	200	34		
11	Special Poster - Leaves, 20" x 30"	200	34		
12	Special Poster - Birds, 20" x 30"	200	34		
13	Special Poster - Wood Products, 20" x 30"	200	34		
14	Special Poster - Flowers, 20" x 30"	200	34		
15	Special Poster - Butterflies, 20" x 30"	200	34		
16	Special Poster - Animals, 20" x 30"	200	34		

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
17	Special Poster - State Trees, 20" x 30"	200	34		
18	Special Poster - Fish, 20" x 30"	200	34		
19	Special Poster - Insects, 20" x 30"	200	34		
20	Special Poster - Animal Footprints, 20" x 30"	200	34		
21	Special Poster - Lizards, 20" x 30"	200	34		
22	Special Poster - Food, 20" x 30"	200	34		
23	Fold-out Pamphlet, "Suppose You Went Camping"	100	7		
24	Teacher's Kit (unassembled)	100	68		
25	Junior Forest Ranger Handbook, 5 1/4" x 8 1/2"	100	12		
26	True Story Comic Book (English)	500	53		
27	True Story Comic Book (Spanish)	500	74		
28	Smokey Bear Song Sheet	1000	21		
29	Coloring Sheet, "Smokey's Friends Don't Play With Matches"	500	11		
30	Make Campfires Safe, folder	100	5		
31	Safe Debris Burning, folder	100	5		
32	Fire Safety Outdoors, folder	100	5		
33	Note Pad, (lined) 5" x 8"	25	6		
34	Note Pad, (unlined) 5" x 8"	25	5		
35	Name Tag, adhesive back, 3 1/2" x 2 3/8"	100	6		
36	Wallet Card	500	6		
37	Bumper Strip - Use Your Ashtray!	100	32		
38	Bumper Strip - I Love Smokey Bear	100	23		
39	Bumper Strip - Prevent Wildfires!	100	28		
40	Button	500	32		
41	Token	1000	32		

Item No.	Item Description	Number in standard pack	Price per standard pack	Number standard packs ordered	Total amount dollars
42	Lapel Tab, foldover metal	1,000	21		
43	Pen	100	13		
44	Pencil	250	18		
45	Ruler, wooden 12"	1,000	63		
46	Key Fob	50	42		
47	Balloon	500	21		
48	Patch, embroidered	25	11		
49	Decal, vinyl	100	17		
50	Litterbag, plastic	1,000	40		
51	Story of the Forest, a 16 page publication	200	54		
52	Bookcover with fire prevention message	500	29		
53	Fire Danger Sign, shovel in left hand	1	24		
54	Fire Danger Sign, shovel in right hand	1	24		
55	Fire Danger Adjectives (1 set) reflective	1 set	59		
56	Reflective Outdoor Sign, "Prevent Forest Fires," 44" x 16"	1	20		
57	Reflective Outdoor Sign, "Prevent Range Fires," 44" x 16"	1	20		
58	Fiberglass Roadside Sign, with holes for hanging, 18" x 24"	1	10		
59	Fiberglass Picnic Area Sign, 7" x 9 1/2"	1	3		
60	Citation	50	3		
61	Smokey Bear Appreciation Award	1	10		
62	Smokey's Helper Patch	25	11		

CHARGE APPROPRIATION _____ TOTAL VALUE OF ORDER _____

PLEASE